

Message Text

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ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 CIAE-00 INR-10 NSAE-00

/031 W

-----094649 120834Z /13

R 120638Z APR 78

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 2964

INFO AMCONSUL BRISBANE

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMCONSUL SYDNEY

AMEMBASSY WELLINGTON

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E.O. 11652: N/A

TAGS: BEXP/AS

SUBJECT: 2ND QUARTER FY 78 CCP REPORT

REF: CANBERRA 00676

1. DESPITE SUMMER DOLDRUMS AND EXTENDED ABSENSES FOR HOME LEAVES AND CONFERENCES, MOMENTUM OF CCP CAMPAIGNS WAS GENERALLY MAINTAINED, WITH SATISFYING RESULTS. IN ADDITION, MELBOURNE INITIATIVE TO LAUNCH UPDATE OF AGENT INDEX FILES, UTILIZING PIONEERING EFFORTS OF EMBASSIES TOKYO AND GANGKOK, HOLDS PARTICULAR PROMISE AND IS BEING PROGRAMMED INTO CCP.

2. COMMENTS ON INDIVIDUAL CAMPAIGNS ARE AS FOLLOWS.

A. CAMPAIGN 1 - VISIT AMERICA

AS HAS BEEN CASE FOR MANY QUARTERS, THIS CONTINUES TO BE AN EXTREMELY ACTIVE AND PRODUCTIVE CAMPAIGN, WITH ACTIVITIES OCCURRING THROUGHOUT AUSTRALIA. FOLLOWING COMMENTS NOTE DIVERGENCES FROM ACTIONS AS PROGRAMMED; OTHER ACTIONS WERE COMPLETED AS PROGRAMMED.

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ACTION 2 PROPOSED SEMINARS IN SYDNEY AND MELBOURNE FOR KEY RETAIL TRAVEL INDUSTRY REPRESENTATIVES. IN ADDITION TO SYDNEY AND MELBOURNE, SEMINARS WERE HELD IN ADELAIDE AND BRISBANE, AND A RECEPTION WITH LITERATURE DISTRIBUTION WAS HELD IN PERTH. THESE ACTIVITIES, FOLLOWING ON THE PATTERN ESTABLISHED LAST YEAR, WERE ENORMOUSLY SUCCESSFUL.

ACTION 3 ENVISAGED HAVING 4 JOURNALISTS AND TRAVEL AGENTS TAKE INDUSTRY-SPONSORED TOURS TO THE U.S. DURING THE COURSE OF THE YEAR. INSTEAD, 21 JOURNALISTS WENT, AND HAVING NOW RETURNED, THEIR ARTICLES ARE SWELLING THE MEDIA PLACEMENTS WELL BEYOND NUMBERS PROJECTED IN ACTION 7.

THE TIMING OF ACTION 5 IS ESTABLISHED BY DATO, SELECTING PARTICIPANTS FOR USTS-DATO TRAVEL MART IN ALBUQUERQUE IN SEPTEMBER 1978. DATO HAS NOT YET PROVIDED GO-SIGNAL, SO ACTION WAS DEFERRED.

ACTION 6 WAS COMPLETED FOR THE YEAR DURING 1ST QUARTER. HOWEVER, PAN AM AND ANSETT SPONSORED INCENTIVE TRAVEL PRESENTATION IN PERTH WITH 75 INDUSTRY REPRESENTATIVES, AT WHICH ACTING CONSUL WAS FEATURED LUNCHEON SPEAKER.

B. CAMPAIGN 2 - COMPUTERS AND RELATED BUSINESS EQUIPMENT CAMPAIGN 2 IS ANOTHER HIGH-ACTIVITY, HIGH-RETURN AREA. EXCEPT FOR TRAVEL (ACTION 6) ALL SCHEDULED ACTIONS WERE COMPLETED, EITHER IN 2ND QUARTER OR BY ACTIONS TAKEN IN 1ST QUARTER (ACTIONS 3 AND 4). IN ADDITION, A MAJOR UNSCHEDULED INITIATIVE WAS UNDERTAKEN, SUPPORT FOR UNCOMING U.S. MARKETING CENTER COMPUTER SHOW, WHICH PRODUCED 40 PROSPECTS THROUGH A TRADE PUBLICATION INSERT.

ACTION 1, PERSONAL CALLS, WAS OVERSUBSCRIBED. ACTION 7, FTI INPUT, WAS COMPLETED FOR THE YEAR, WITH THE UPDATE OR ADDITION OF 22 UNCLASSIFIED

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COMPANIES AND PLANS FOR NEXT YEAR FOR A COMPLETE UPDATING AND INPUTTING FOR THE ENTIRE INDUSTRY.

ACTION 6 SUGGESTED TRAVEL EACH QUARTER FOR PLANNING AND PRESENTING OF PROMOTIONAL EVENTS. HOWEVER, AS TH PROMOTIONAL EVENTS WILL BE HELD IN 3D AND 4TH QUARTERS, NO TRAVEL PROVED NECESSARY IN 2ND QUARTER.

C. CAMPAIGN 3 - FOOD PROCESSING AND PACKAGING EQUIPMENT TO SIMPLY STATE THAT ALL ACTIONS HAVE BEEN COMPLETED IN CAMPAIGN 3 CONCEALS THE HIGH DEGREE OF ACTIVITY, WHICH INCLUDED MULTI-POST SUPPORT FOR TRADE MISSION. AS CONSEQUENCE, ACTION 7, PERSONAL CALLS, HAS BEEN OVERSUBSCRIBED BY A FACTOR OF 5.

D. CAMPAIGN 4 - CONSUMER GOODS
A MAJOR PART OF SCHEDULED ACTIONS WAS SHOW PROMOTION UNDER FOREIGN BUYER PROGRAM. EXCELLENT SYSTEM DEVISED BY MELBOURNE FOR PROMOTION IN COOPERATION WITH AMERICAN EXPRESS AND PAN AM HAS BEEN PREVIOUSLY CITED. EFFORTS IN 2ND QUARTER REVEALED ESSENTIALITY OF ADEQUATE LEAD TIME, HOWEVER. FOR EXAMPLE, PROMOTION OF NATIONAL SPORTING GOODS SHOW IN JANUARY RESULTED IN OVER 20 RESPONSES TO MAILING, BUT FOLLOW-UP DISCLOSED ALL BUT ONE OR TWO HAD ALREADY MADE BOOKINGS

INDEPENDENTLY. WHILE MAILING MAY HAVE GENERATED THE INTEREST, THIS CANNOT BE DETERMINED. JOINT CONSULATE-INDUSTRY COMMITTEE HAS ACCORDINGLY ELECTED TO CONCENTRATE ON SHOWS WITH ADEQUATE LEAD TIMES (6 MONTHS), AND SHOWS CITED IN ACTIONS 2 AND 3 OF THIS CAMPAIGN WILL RECEIVE MINIMAL PROMOTION IN SUBSEQUENT QUARTERS.

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NEED FOR TIMELY PROVISION OF LITERATURE BY SHOW PROMOTERS IS, OF COURSE, SELF-EVIDENT.

ACTION 4, ARTICLE FOR COMMERCIAL NEWSLETTER, HAS BEEN DEFERRED TO MAY. OTHER ACTIONS COMPLETED.

E. CAMPAIGN 5 - PROCESS AND POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION
SECOND QUARTER CALLED FOR RELATIVELY LITTLE ACTION IN THIS CAMPAIGN, FOR REASONS DESCRIBED CANBERRA 07210, AND ACTIVITY WAS FURTHER CURTAILED BY PERSONNEL SHORTAGES IN EMBASSY E/C SECTION. CAMPAIGN MANAGER TRAVELLED TO SYDNEY TO DISCUSS CAMPAIGN AND UP-COMING AUSTRAL
LN INTERNATIONAL ENGINEERING EXHIBITION WITH U.S. MARKETING CENTER AND E/C SECTION, AND PROMOTION OF FBP SHOWS CONTINUED, BUT ESSENTIALLY CAMPAIGN DURING 2ND QUARTER WAS ON HOLD.

3. AUSTRALIAN POSTS HAVE FOR MANY MONTHS BEEN GRAPPLING WITH PROBLEM OF HOPELESSLY OUT-OF-DATE AGENT INDEX FILES. HEAD OF MELBOURNE E/C SECTION BEGAN A SERIOUS EFFORT MANY MONTHS AGO TO

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DEVELOP SOME MEANS WHEREBY THESE FILES CAN BE UPDATED, WITHIN AVAILABLE RESOURCES. THOUGH THESE FILES ARE NOT A GLAMOUR AREA, IN VIEW OF CONSTANT ENQUIRIES FOR AGENTS OF PARTICULAR AMERICAN FIRMS, THEY ARE PTESIWY THE MOST IMPORTANT OF TRADE PROMOTION TOOLS IN AUSTRALIA.

4. MEANS HAS NOW BEEN DEVISED BY WHICH UPDATE CAN BE ACCOMPLISHED, USING BANGKOK COMPUTER FACILITIES. PROCESS WILL BE PROLONGED, BEING DEPENDENT ON PERSONNEL AND FUNDING AVAILABILITIES, BUT WHEN COMPLETED IT WILL BE AN ACCOMPLISHMENT OF CONSIDERABLE MAGNITUDE. UPDATE WILL BE FORMALLY PROPOSED FOR INCLUSION AS SPECIAL POST EFFORT IN FY 79 CCP, AND EMBASSY WOULD LIKE AT THIS TIME TO PROPOSE THAT IT BE NOTED AS DE FACTO ELEMENT IN FY 78 CCP, UNDER SUPERVISION OF JAMES C. CURRAN (MELBOURNE). IT HAS REQUIRED CONSIDERABLE TIME, MUCH IMAGINATION AND INITIATIVE, AND A VOLUNTARY TRIP TO TOKYO AND BANGKOK ENROUTE BACK TO POST FROM HOME LEAVE.

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